

NATIONAL PROSTATE CANCER CONFERENCE

professional  
innovation  
research  
innovation

## **Pioneers in Practice: from Innovation to Reality?**

**Friday 3rd November 2006**

Olympia Conference Centre

Hammersmith Road, London W14 8UX

THE  
**PROSTATE**  
CANCER CHARITY



# Pioneers in Practice: from Innovation to Reality?

As prostate cancer becomes a more widely-recognised health issue, we are seeing increased knowledge and innovation across all areas – from awareness raising to research to NHS service delivery. At the same time, the NHS is coming under growing financial pressure, making it much more difficult to ensure that this innovation is converted to effective practice across the UK.

'Pioneers in Practice: from Innovation to Reality?' will bring together everyone with an interest in prostate cancer – people affected by the disease, health care professionals, researchers, charities, policy makers, business leaders, trade unions and the media. The National Conference will showcase key examples of innovation and new information and explore how we can work together in ensuring that they form the basis for convincing action.

**Please join us.**



**John Neate**

**Chief Executive, The Prostate Cancer Charity**

## Conference Programme

**9.00 Registration begins. Refreshments available and Exhibition Areas open**

**10.00 Opening remarks** from the Conference Chair, Humphrey Walters, motivational coach, lecturer and writer

**10.05 Introduction and welcome** from Professor Paul Forster, Chairman, The Prostate Cancer Charity

**10.10 The Healthcare Commission – Applying its Influence**

The independent Healthcare Commission is responsible for assessing the performance of healthcare organisations. What is it doing about cancer - and prostate cancer in particular? Anna Walker, the Commission's Chief Executive, will reflect on how it can improve its approach and impact on NHS practice.

**Anna Walker**

Chief Executive, The Healthcare Commission

**10.40 Specialist Prostate Cancer Nurses – the Key to Improvement?**

Specialist nurses are increasingly playing a vital role in enabling men with prostate cancer to make effective treatment choices - but where's the hard evidence? In this session, Professor Alison Richardson will present the results of a three-year study of the impact of a group of Specialist Prostate Cancer Nurses and explore the challenges of rolling out these posts in the face of NHS staffing cuts.

**Professor Alison Richardson**

Professor of Cancer and Palliative Nursing Care, King's College, London

**Maggie Crowe**

Consultant Nurse for Cancer Services and Lead Cancer Nurse, Royal United Hospital, Bath

**11.30 Morning Tea**

**11.55 Guy's One-Stop Service – a Model to Follow?**

The Prostate Cancer Centre at Guy's Hospital claims to be the UK's leading 'one stop shop' for the treatment of prostate cancer. This innovative service is designed to allow clinicians to fit treatment options around the needs of individual patients - ensuring swift diagnosis, reduced hospital visits and a unique nurse counselling service. In this session, the Guy's team will illustrate the service by presenting real life case-studies.

**Mr Declan Cahill**

Consultant Urologist, Guy's and St. Thomas' NHS Foundation Trust, London

**Ms Netty Nichol**

Prostate Clinical Nurse Specialist, Guy's and St. Thomas' NHS Foundation Trust, London

## 12.40 Screening – a Distant Dream?

The debate for and against PSA-based prostate cancer screening rages, often creating more heat than light. This session aims to take a different approach - reviewing the scientific challenge of developing a new generation of tests, scanning the world for relevant international research and asking what unique role the UK can play in hastening a more reliable test for prostate cancer.

**Professor Freddie Hamdy** Professor of Urology, University of Sheffield

**Dr Chris Parker** Senior Lecturer and Honorary Consultant in Clinical Oncology, Institute of Cancer Research and Royal Marsden Hospital, London

## 1.25 Lunch

## 2.25 The Challenges of Innovation

Prostate cancer is becoming an area of increased activity - yet, at the same time, NHS budgets are coming under increased pressure. John Neate reviews the task facing the prostate cancer community in ensuring that progress and innovation don't simply run into the sand.

**John Neate** Chief Executive, The Prostate Cancer Charity

## 2.40 Awareness Raising – What Works?

Following decades of neglect, many campaigns are being run to raise awareness of prostate cancer, but do they work? How can men's health behaviour be influenced? This session will outline an innovative joint project between Government and the campaigning group, the Prostate Cancer Charter for Action, to measure the impact of awareness raising. Dr Ian Banks will review the wider challenges of ensuring that men get a fair deal in health care.

**Dr Ian Banks** President of the European Men's Health Forum

**Mike Birtwistle** Head of Health Practice, AS Biss and Co

**Jonathan Berry** Executive Director, Health Improvement, ContinYou

## 3.10 Afternoon Tea

## 3.40 The Role of Diet, Lifestyle and Herbal Medicine

Diet, lifestyle and herbal medicine can play an important – and sometimes controversial – role in dealing with prostate cancer. In this participative session, the panel will review the latest developments in these fields. What is the evidence and what is a matter of personal conviction? Peter Loader will share his personal experience of changing his diet and lifestyle to get the most out of life.

**Vivienne Parry** Writer and broadcaster

**Liz Butler** Senior Nutritional Therapist, Bristol Cancer Help Centre

**Peter Loader** Secretary of the Somerset Prostate Cancer Support Association

**Dr Julie Whitehouse** Course Leader, BSc (Hons) Health Sciences: Herbal Medicine, University of Westminster

## 4.30 There is Another Way

A diagnosis of prostate cancer had a profound effect on Andy Ripley. Yet the overall effect has been to focus his mind, to make him more attentive and to heighten his love for his family and the quality of his relationships. In this very personal session, prepare to be moved and inspired!

**Andy Ripley** Former rugby international hero, rower and successful businessman

**4.50 Conference closing remarks** from Professor Jonathan Waxman, President, The Prostate Cancer Charity

**5.00 Conference concludes**

# Registration Information

## WHO SHOULD ATTEND?

Everyone concerned about prostate cancer who wants to work together in achieving the best outcomes for people affected by the disease:

- Men affected by prostate cancer and their families
- Local support group members
- Health care professionals / Health policy makers
- Business representatives
- Trade union members

## HOW TO BOOK

Please send booking forms with full payment to:

**The Prostate Cancer Charity**  
**3 Angel Walk, Hammersmith, London W6 9HX**  
or **fax 020 8222 7639**

Delegates will not be registered unless full payment accompanies your application. We regret we are unable to invoice.

When applications are received and processed, delegates will be sent an acknowledgement letter confirming their registration with further information about the conference.

## CONFERENCE FEES

Men affected by prostate cancer, their families and members of support groups                   £30

All other delegates   £80

Fees include registration, conference materials, lunch and refreshment breaks. They do not include travel or accommodation costs.

## CANCELLATIONS

Although every effort will be made to present the conference programme as outlined, the organisers reserve the right to alter, amend or cancel elements of the programme if necessary.

Cancellations received in writing prior to 23rd October 2006 will be refunded, minus a 10% administration charge. We regret that no refunds can be processed after this date.

If you are unable to attend the conference, someone else can use your place as long as details are given to The Prostate Cancer Charity in writing before the conference.



## (National Prostate Cancer Conference Booking Form continued)

### PAYMENT DETAILS (please tick)

- Men affected by prostate cancer and their families and members of support groups                   £30  
 All other delegates   £80

I would like to make a donation of: £ \_\_\_\_\_

I enclose a cheque/postal order (delete where not applicable) for a total of: £ \_\_\_\_\_  
(payable to **The Prostate Cancer Charity**)

I authorise you to debit my

- SWITCH                    VISA                    MASTERCARD                    AMERICAN EXPRESS

for £ \_\_\_\_\_

Card Number \_\_\_\_\_

Card Security Code \_\_\_\_\_  
last 3 digits on back of card

Start Date \_\_\_\_ / \_\_\_\_

Expiry Date \_\_\_\_ / \_\_\_\_

Issue Number (Switch card only) \_\_\_\_

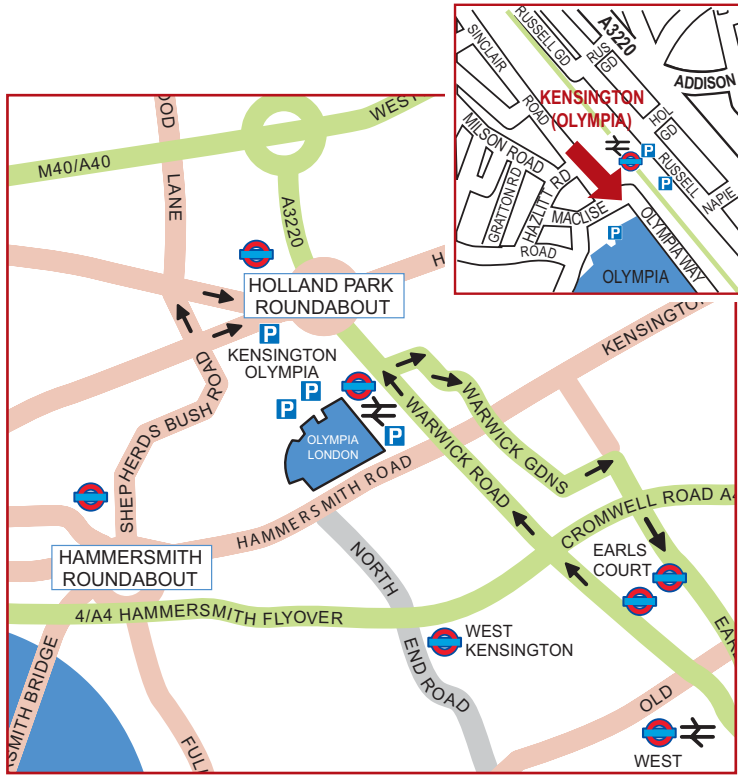
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Cardholder's signature \_\_\_\_\_

Date \_\_\_\_\_

## Location

Olympia Conference Centre is located on Hammersmith Road in West London. The nearest underground station, Olympia, is a 3 minute walk and a multi-storey car park is accessed via Maclise Road.



## Further Information

Carol Endericks  
Events Manager

The Prostate Cancer Charity

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The Prostate Cancer Charity  
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Tel: 020 8222 7622

Fax: 020 8222 7639

Website: [www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)

Email: [info@prostate-cancer.org.uk](mailto:info@prostate-cancer.org.uk)

## National Prostate Cancer Conference Booking Form

Please complete a separate booking form for each delegate. Photocopies will be accepted.

(Mr/Mrs/Dr)	First Name	Surname
Position	Organisation	
Address		
	County	Postcode
Telephone	Email	
Special Requirements (eg diet, access)		

### How did you hear about the National Prostate Cancer Conference? (please tick all that apply)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Direct mail                         | <input type="checkbox"/> Colleague/friend                | <input type="checkbox"/> Media (please specify) |
| <input type="checkbox"/> First National Survey               | <input type="checkbox"/> Prostate News/Vital Newsletter  |   |
| <input type="checkbox"/> The Prostate Cancer Charity website | <input type="checkbox"/> Support group                   | <input type="checkbox"/> Other (please specify) |
|  | <input type="checkbox"/> Health care professional/clinic |   |

### Please indicate which of the following applies to you (please tick all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Man who has/had prostate cancer  | <input type="checkbox"/> Health care professional           |
| <input type="checkbox"/> Family member/friend of a man who has/had prostate cancer                  | <input type="checkbox"/> Researcher                         |
| <input type="checkbox"/> Undiagnosed man concerned about prostate cancer                            | <input type="checkbox"/> Corporate                          |
| <input type="checkbox"/> Family member/friend of an undiagnosed man concerned about prostate cancer | <input type="checkbox"/> Health organisation/ other charity |
| <input type="checkbox"/> Member of a support group (please specify)                                 | <input type="checkbox"/> Other (please specify)             |

(please turn over the page to complete your payment)

## Health Professionals Exhibition\*

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In addition to the sessions overleaf, the conference will also feature a **Health Professionals Exhibition\***. Up to 15 exhibitors from pharmaceutical and medical device companies who provide products and treatments to men living with prostate cancer, will be showcased.

If you are a Health Professional and would like to access this exhibition, please ensure that you **fill in your Position and Organisation and tick the Health Professional box on the Conference Booking Form.**

**Last year, 41% of conference delegates were Health Professionals.**

If you believe that your company would also benefit from participating in the **Health Professionals Exhibition**, please contact Verity Vincent or Denise Bailey in the Corporate Partnerships Team at The Prostate Cancer Charity on 020 8222 7645/7640 or email: [corporate@prostate-cancer.org.uk](mailto:corporate@prostate-cancer.org.uk)

**\*Due to UK and EU legislation forbidding the promotion of prescription medicines direct to consumers, we regret that the Health Professionals Exhibition is restricted to only those who can prescribe or supply prescription medicines. For more information about the pharmaceutical code of practice please see [www.pmcpa.org.uk](http://www.pmcpa.org.uk)**

Supported by



The Prostate Cancer Charity greatly appreciates the financial support of its sponsors and exhibitors. However, as a matter of policy, the Charity does not endorse any product, company or organisation

